

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	MERGER
EFFECTIVE DATE:	02/23/2007

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Gibson Greetings, Inc.		02/23/2007	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

Name:	AGC, Inc.
Street Address:	One American Road
City:	Cleveland
State/Country:	OHIO
Postal Code:	44144
Entity Type:	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 18**

Property Type	Number	Word Mark
Serial Number:	76366771	HELEN STEINER RICE
Registration Number:	2467940	BUZZCUTS
Registration Number:	871578	COLOR MAGIC
Registration Number:	2576390	COOL STUFF
Registration Number:	1482974	
Registration Number:	1858461	
Registration Number:	783866	GIBSON
Registration Number:	1498634	HOT OFF THE PRESS
Registration Number:	2520127	JUST TO SAY I LOVE YOU
Registration Number:	2469970	KEEPERS
Registration Number:	2076540	MESSAGES OF FAITH, HOPE AND LOVE
Registration Number:	940276	PLEASANT THOUGHTS
Registration Number:	2211110	SILLY SLAMMERS

CH \$465.00 76366771

Registration Number:	2509979	STICKETY-DOO-DA
Registration Number:	1557974	TEDDY HUGGLESBIE
Registration Number:	1499561	TEDDY HUGGLESBIE
Registration Number:	1153114	TENDER THOUGHTS
Registration Number:	1512654	THE WRITE ALTERNATIVE

**CORRESPONDENCE DATA**

Fax Number: (216)252-6741

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 216-252-7300

Email: paul.cardenas@amgreetings.com

Correspondent Name: Paul Cardenas

Address Line 1: One American Road

Address Line 4: Cleveland, OHIO 44070

ATTORNEY DOCKET NUMBER:	GIBSON ASSIGNMENT
NAME OF SUBMITTER:	Paul Cardenas
Signature:	/paulcardenas/
Date:	10/12/2007

Total Attachments: 4  
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## TRADEMARK ASSIGNMENT

This Assignment ("Assignment") from Gibson Greetings, Inc., a Delaware corporation ("Assignor"), to AGC, Inc., a Delaware corporation, ("Assignee"), shall be effective as of the effective date of the merger of Assignor with and into American Greetings Corporation, as follows:

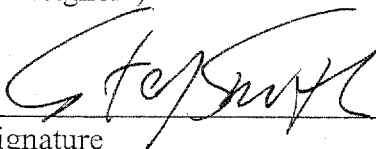
WHEREAS, Assignor is the owner of the trademarks (the Marks") as described in Exhibit A, attached hereto and incorporated by reference herein, together with the goodwill of the business symbolized thereby in connection with the goods and services on which the Marks are used.

WHEREAS, Assignor desires to convey, transfer, assign, deliver, and contribute to Assignee all of its right, title, and interest in and to the Marks and associated goodwill.

NOW, THEREFORE, in consideration of the payment of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby conveys, transfers, assigns, delivers, and contributes to Assignee all of Assignor's right, title, and interest of whatever kind in and to the Marks, throughout the world, together with: (1) the goodwill of the business relating to the Products in respect upon which the Marks are used and for which they are registered or renewed; (2) all income, royalties, and damages hereafter due or payable to Assignor with respect to the Marks, including without limitation, damages and payments for past or future infringements and misappropriations of the Marks; and (3) all rights to sue for past, present and future infringements or misappropriations of the Marks.

IN WITNESS WHEREOF, Assignor has duly executed by an authorized representative, under seal, and delivered this Assignment, as of the day and year set forth below.

GIBSON GREETINGS, INC.  
("Assignor")

  
\_\_\_\_\_  
Signature

Stephen J. Smith, Vice President  
Name

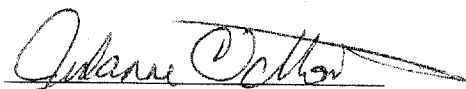
2-23-2007  
Date

ACKNOWLEDGEMENT

State Of Ohio                     )  
  )  
County of Cuyahoga            )

On Feb. 23, 2007 before me, Julianne Montville, Notary Public, personally appeared Stephen J. Smith, proved to me on the basis of satisfactory evidence to be the person(s) whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

  
\_\_\_\_\_  
Signature of Notary Public

**JULANNE MONTVILLE**  
Notary Public - State of Ohio  
My commission has no expiration date.  
Section 147.03 O.R.C.

**EXHIBIT A**  
**TRADEMARKS**

<b>TM Rights (Grouped by mark) - Status</b>								
Report Date: 01/18/2007 Page: 1								
<i>Mark:</i> BUZZCLUTS								
<u>ID</u>	<u>Country</u>	<u>Classes</u>	<u>Reg. Owner</u>	<u>App. #</u>	<u>App. Dt</u>	<u>Reg. #</u>	<u>Reg. Dt</u>	<u>Status</u>
26289	United States	16	Gibson Greetings, Inc.	76-091172	7/19/2000	2467940	7/10/2001	Registered
<i>Mark:</i> COLOR MAGIC								
<u>ID</u>	<u>Country</u>	<u>Classes</u>	<u>Reg. Owner</u>	<u>App. #</u>	<u>App. Dt</u>	<u>Reg. #</u>	<u>Reg. Dt</u>	<u>Status</u>
26281	United States	16, 26	Gibson Greetings, Inc.	284783	11/14/1967	871578	6/24/1969	Registered
<i>Mark:</i> COOL STUFF								
<u>ID</u>	<u>Country</u>	<u>Classes</u>	<u>Reg. Owner</u>	<u>App. #</u>	<u>App. Dt</u>	<u>Reg. #</u>	<u>Reg. Dt</u>	<u>Status</u>
26282	United States	4, 16, 28	Gibson Greetings, Inc.	73-390908	11/17/1997	2576390	6/4/2002	Registered
<i>Mark:</i> CREACIONES CARNOSAS								
<u>ID</u>	<u>Country</u>	<u>Classes</u>	<u>Reg. Owner</u>	<u>App. #</u>	<u>App. Dt</u>	<u>Reg. #</u>	<u>Reg. Dt</u>	<u>Status</u>
26398	United States	16	AGC, Inc.	76-206949	2/9/2001	2589835	7/2/2002	Registered
<i>Mark:</i> Design (Fleur-de-lis)								
<u>ID</u>	<u>Country</u>	<u>Classes</u>	<u>Reg. Owner</u>	<u>App. #</u>	<u>App. Dt</u>	<u>Reg. #</u>	<u>Reg. Dt</u>	<u>Status</u>
26270	United States	4, 16, 20, 21, 26, 28	Gibson Greetings, Inc.	73-670531	7/6/1987	1482974	4/5/1988	Registered
26271	United States	9, 16	Gibson Greetings, Inc.	74-446101	10/12/1993	1858461	10/18/1994	Registered
<i>Mark:</i> GIBSON & Design (new)								
<u>ID</u>	<u>Country</u>	<u>Classes</u>	<u>Reg. Owner</u>	<u>App. #</u>	<u>App. Dt</u>	<u>Reg. #</u>	<u>Reg. Dt</u>	<u>Status</u>
26273	United States	16	Gibson Greetings, Inc.	72-174584	8/7/1965	783866	1/2/1965	Registered
<i>Mark:</i> HOT OFF THE PRESSES								
<u>ID</u>	<u>Country</u>	<u>Classes</u>	<u>Reg. Owner</u>	<u>App. #</u>	<u>App. Dt</u>	<u>Reg. #</u>	<u>Reg. Dt</u>	<u>Status</u>
26277	United States	16	Gibson Greetings, Inc.	73-706650	1/20/1988	1498634	8/2/1988	Registered
<i>Mark:</i> JUST TO SAY I LOVE YOU								
<u>ID</u>	<u>Country</u>	<u>Classes</u>	<u>Reg. Owner</u>	<u>App. #</u>	<u>App. Dt</u>	<u>Reg. #</u>	<u>Reg. Dt</u>	<u>Status</u>
26479	United States	16	Gibson Greetings, Inc.	76-251864	5/7/2001	2526127	12/18/2001	Registered

**TM Rights (Grouped by mark) - Status** Report Date: 1/18/2007 Page: 2

Mark	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Status
KEEPERS	United States	16	Gibson Greetings, Inc.	75396607	11/17/1997	7469976	7/17/2001	Registered

Mark	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Status
MESSAGES OF FAITH, HOPE AND LOVE	United States	16	Gibson Greetings, Inc.	75396606	9/22/1995	2076540	7/17/1997	Registered

Mark	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Status
PLEASANT THOUGHTS	United States	16	Gibson Greetings, Inc.	795292	5/21/1971	940276	8/8/1972	Registered

Mark	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Status
SILLY SLAMMERS	United States	28	Gibson Greetings, Inc.	75396711	11/26/1997	22111110	12/15/1998	Registered

Mark	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Status
STICKETY DOO-DA	United States	16	Gibson Greetings, Inc.	76160979	12/15/2000	2509975	11/20/2001	Registered

Mark	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Status
TEDDY HUGGLESBIE	United States	16, 28	Gibson Greetings, Inc.	706612	1/20/1988	1499551	8/9/1988	Registered
	United States	16, 21	Gibson Greetings, Inc.	776162	1/23/1989	1537974	9/26/1989	Registered

Mark	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Status
TENDER THOUGHTS (stylized)	United States	16	Gibson Greetings, Inc.	302249	2/1/1979	1153114	5/5/1981	Registered

Mark	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Status
WRITE ALTERNATIVE: THE	United States	16	Gibson Greetings, Inc.	306613	1/20/1988	1512654	11/15/1988	Registered

**TM Rights (Grouped by mark) - Status** Report Date: 1/18/2007 Page: 1

Mark	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Status
HELEN STERNER RICE	United States	16	Gibson Greetings, Inc.	76366771	1/28/2002			Pending

**TM Rights (Grouped by mark) - Status** Report Date: 1/18/2007 Page: 1

Mark	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Status
GIBSON & Design (new)	Canada	4, 14, 16, 21, 28	Gibson Greetings, Inc.	716733	11/12/1992	479397	3/1/1997	Registered

Mark	Country	Classes	Reg. Owner	App. #	App. Dt	Reg. #	Reg. Dt	Status
SILLY SLAMMERS	Canada	28	Gibson Greetings, Inc.	873872	3/1/1998	528940	6/12/2000	Registered